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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/638,825  
Applicants : Housh Khoshbin et al.  
Filed : August 14, 2000  
TC/A.U. : 2635  
Examiner : Vernal U. Brown

Confirmation No. : 9537

Docket No. : 3861 P 230  
Customer No. : 26963

Title : METHOD AND APPARATUS FOR DISPLAYING ADVERTISING  
INDICIA ON A WIRELESS DEVICE

RECEIVED

Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

DEC 0 9 2003

Technology Center 2600

**RESPONSE TO OFFICE ACTION DATED JULY 29, 2003**

Pursuant to 37 C.F.R. § 1.1111, this Response is submitted in response to the Office Action dated July 22, 2003. Applicants submit the following Amendments and Remarks and respectfully request the Examiner to reconsider the rejections made in the Office Action and to allow the claims at issue.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

12/04/2003 EFLORES 00000028 230280 09638825  
01 FC:2251 55.00 OP

12/04/2003 EFLORES 00000028 230280 09638825  
02 FC:2202 9.00 DA